



# Better Business Bureau® Advertisers for Healthy Children Children's Food and Beverage Advertising Initiative

November 2010

VOLUME 2 ISSUE 3

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## Editor's Note

CFBAI announced major developments at the September National Food Policy Conference in Washington D.C., including that Sara Lee Corporation has joined the Initiative, and changes to participants' definitions of child-directed advertising, as described below. These changes follow closely on the heels of other program enhancements that became effective January 1, 2010. We also recently updated several of our Fact Sheets, which summarize different aspects of the program and the profile of CFBAI-approved products and categories. To learn more about the program and its 17 participants, please visit us at <http://www.bbb.org/us/children-food-beverage-advertising-initiative/>

Elaine D. Kolish, Editor

## Initiative News

### Sara Lee Joins Initiative

[Sara Lee Corp.](#) joined the CFBAI in September 2010, becoming the 17<sup>th</sup> participant. Sara Lee has pledged that all TV, print, radio, Internet and other CFBAI-covered advertising directed primarily to children under 12 will be for products that meet government standards defining the term "healthy" or the American Heart Association's HeartCheck program criteria. In addition, any product that is advertised would have to fill a recognized nutritional need in children's diets.

### Substantial Harmonization of "Child-Directed" Advertising Definitions

The CFBAI announced in September 2010 that the [definitions](#) of "advertising primarily directed to children under 12" have been substantially harmonized. Now, virtually all participants are using an under 12 audience threshold of no higher than 35% (rather than 50%) for their commitments to apply. These changes will provide greater clarity and certainty to what is meant by child-directed advertising.

## Food and Beverage News

### PepsiCo

PepsiCo [announced](#) in October the creation of a new Global Nutrition Group that will allow for more innovation in the areas of fruits, vegetables, dairy, grains and functional nutrition. The company also increased its investment in [salt technology](#) that is designed to reduce the amount of sodium consumers ingest.

### 2010 Health and Wellness Survey

The Grocery Manufacturers Association recently released the results of its 2010 Health and Wellness [survey](#). The survey showed that from 2002 to 2009, food and beverage companies have developed and introduced over 20,000 healthier product choices, with saturated fat, calorie and sodium reductions reported in thousands of products. Of particular note is that 52% of the companies participating in the survey reported that they had created child-specific product sizes and 49% have introduced single-serve packaging (e.g., 100-calorie packs).

## Events

Elaine Kolish, CFBAI Vice President and Director, participated in a panel titled "To Market, to Market: Selling Food to Children" at the International Dairy Show on Sept. 14, 2010.

Kolish spoke at the 33<sup>rd</sup> National Food Policy Conference, presented by Consumer Federation of America and the Grocery Manufacturers Association on Sept. 23, 2010.

CFBAI Assistant Director, Maureen Enright, participated on a panel titled, "Marketing Foods to Kids - Special Concerns for Children's Advertisers," at the annual Children's Advertising Review Unit conference on Oct. 6, 2010.

## Feedback

We welcome comments and inquiries, which can be sent to [kidsinitiative@council.bbb.org](mailto:kidsinitiative@council.bbb.org)

## ARCHIVE

## CFBAI Now to Monitor Compliance With Policies Regarding Advertising to Children Under Six

Prior to the creation of the CFBAI, a number of participants had corporate policies to not direct advertising to children under six years old and they maintained these policies after becoming CFBAI participants. During 2010, additional participants adopted such a policy or codified an existing policy into their pledges. Now 11 participants have policies that are reflected in their CFBAI pledges on not engaging in advertising primarily directed to children under six. Consequently, although we do not require participants to have such policies, because they are now prevalent, CFBAI has agreed to monitor and report on compliance with such policies when they are incorporated into a participant's pledge.

## Nutrition Science Review Scheduled

Our policy always has been that our participants' nutrition standards must be consistent with established scientific and/or government standards. Many base their standards on the Dietary Guidelines for Americans (DGAs) 2005. Because the DGAs 2010 are expected to be issued by the end of this year, as required by law, we are conducting a Nutrition Science Review in February, 2011 for participants to consider the implication of any changes for their criteria. In addition to the new DGAs, we will consider other important developments and reports on nutrition science and diet, including the work of the Interagency Working Group and the Institute of Medicine's Report on Front of Pack Nutrition Rating Systems and Symbols. On day one of the review experts will present summaries of the reports or developments at issue and share their views on nutrition standards for food marketing to children. On day two, the participants will discuss the summaries and recommendations.

## Updated Fact Sheets

The Initiative has updated several program fact sheets.

- We have updated the fact sheet describing the complementary work of BBB's children's self-regulation programs, [CFBAI and CARU](#) (the Children's Advertising Review Unit).
- Our [Program Summary Fact Sheet](#) was updated to reflect recent CFBAI program changes.
- CFBAI's [Cereals Snapshot Fact Sheet](#) provides an up-to-date nutrition profile of the cereals currently covered by the program. All program cereals now contain no more than 12 grams of sugar (in fact, more than half contain 10 grams of sugar or less), all provide essential vitamins and nutrients, many contain whole grains, and several are a "good" source of fiber.
- CFBAI's [2010 snapshot analysis](#) of children's TV programming showed that the vast majority of participants' ads were for products that provide at least 10% DV of a nutrient shortfall for kids or a half serving of fruits, vegetables, low-fat dairy, or a significant amount of whole grains – all food groups that the DGAs encourage us to eat more frequently.

### Issue 6

August 13, 2010  
Vol. 2 Issue 2

### Issue 5

February 4, 2010  
Vol. 2 Issue 1

### Issue 4

November 16, 2009  
Vol. 1 Issue 4

### Issue 3

September 2, 2009  
Vol. 1 Issue 3

### Issue 2

May 27, 2009  
Vol. 1 Issue 2

### Issue 1

February 10, 2009  
Vol. 1 Issue 1



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